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Quest/77

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NEW YORK, NEW YORK 10036

"I'm Robert Shnayerson, editor of QUEST/77 -- a new magazine for closet optimists, people who suspect the world is NOT going to hell. You're invited to become a Charter Subscriber and save 25% while you're at it."

Dear Reader:

For 20 years I helped edit three of the world's best magazines: Time, Life and Harper's. Last fall, after five years as editor-in-chief of Harper's, I took a hard look at my profession.

Journalism had trained me to assume that every day in every way, things were getting worse and worse. I enjoyed that notion. Yet all around me was contrary evidence. New life-styles, inventions, works of art, world records. The quiet heroism of ordinary people coping, healing, teaching. The unknown best and brightest in a billion corners of the earth -- unknown because good news isn't news.

I'm tired of journalistic myopia. Fed up with publications that appeal to our worst instincts. Let other editors drag readers through cesspools of mediocrity. I'm interested in people as they really are -- and could become.

So I've started a new magazine about the pursuit of excellence -- the search for the fully lived life, yours as well as mine.

A Fresh Look at Ourselves

QUEST/77 offers a fresh look at the human condi-

tion. It takes a sophisticated stand against fashionable despair and disengagement. With drama, humor and zest, it argues that happiness lies in expending ourselves for a good purpose. It brings us back to life, back to our senses, the full use of our minds, bodies and emotions. It asks: Who among us is admirable and why? What in our lives is still wonderful, worth celebrating, still excellent?

QUEST/77 is the first magazine to focus directly on mankind's possibilities with all the wit, clarity and sensibility that this great subject demands. A superb-looking bimonthly -- stitched at the spine like a fine book, crisp, elegant, richly illustrated in color -- it combines the literary quality of the New Yorker, the exciting photographs of Life and the lush graphics of Audubon. It appeals to every person who wants to excel, every person in quest of the larger self that lurks within.

QUEST/77 won't promise to make you healthy, wealthy or wise; beautiful, strong or sexy. It won't claim to do for you what only you can do for yourself. It will show you the best in everything from art to humor, science to sports. It will leave you exhilarated by your own possibilities, or at least enchanted by the performances of others:

- Gifted people in demanding occupations; athletes, scientists, novelists, actors, inventors, painters, surgeons, explorers -- not excluding feisty eccentrics who create their own worlds.

- Gallant people who personify life, spirit and substance. Free people who value excellence for its own sake ahead of fame, money or safety. Honest people who refuse to cheat, sell out or betray themselves. Joyful people who seize life and never settle for second best.

- All people, famous or obscure, whose achievements bolster our courage, advance our know-

ledge, delight our minds and refresh the human spirit.

QUEST/77 relishes adventure. Epic rescues. Solo voyages. Treasure hunts. Business comebacks. Mystical experiences. It reveals the human stories behind great inventions like the transistor. It introduces a Japanese daredevil who plans to dogsled alone across the Antarctic. Tells you about other quixotic characters who keep trying to fly the Atlantic in balloons. It explores the most remote frontiers of human potential, from genetic engineering to space colonization.

An Examination of Life

QUEST/77 celebrates grace under pressure. The examined life is one of its constant themes. Who among us is astoundingly immune to fear, hate, envy, moral cowardice? What accounts for the agelessness of some beautiful women and great old men? In our pages you'll read the moving words of a dying painter who spurned easy money in favor of artistic freedom. You'll meet all sorts of people who survived life crises, public ordeals, imprisonment, falls from wealth or power. People who've hit bottom and bounced back, setting examples of resilience for all of us.

QUEST/77 asks the world's finest writers and photographers to describe things they honestly admire, preferably on the basis of personal experience. All kinds of things: ideas, places, crafts, rituals and customs; examples of artistic integrity, moral courage and intellectual elegance.

We'll print informed opinions about the "best" wines, beaches and airlines -- as well as the "best" poets, philosophers and presidents. We'll give you practical information about sex, health, food and children. At the same time, we'll demand the highest standards of taste, writing and performance.

We'll apply rigorous critical judgment not only

to books and films, but also to new fads, laws, buildings, scientific discoveries, political speeches, peace treaties, athletic performances and Supreme Court decisions. We'll "review" such things in order to explain why they're excellent or how they could have been. We will seize every opportunity to draw distinctions and puncture nonsense. We will unabashedly separate the best from the worst in all callings, trades and objects.

Every Issue A Collector's Item

I'm determined to make QUEST/77 so memorable that you'll be torn between displaying it on your coffee table as a collector's item -- and cutting it to pieces to send clippings to your friends. In upcoming issues you will find:

- A special 16-page section on Genealogies. Discover how you, too, can trace your roots.

- Personal Adventures: Tristan Jones on his incredible sailboat "voyage" across South America... Lawrence Osgood kayaking north of the Arctic Circle ...two English girls canoeing down the Congo River. Memorable Essays: Loren Eiseley on the difference between holy and unholy science...Richard Rubenstein on the worldwide fight against political torture... William Irwin Thompson's positive views of the human future. Sporting Guides: how to master sky-diving, hang gliding and darts, the British pub game. Photo Essays: Stephen Shore's color portraits of America...Weegee, the pioneering newspaper photographer...Seattle, the nation's most liveable city.

- Plus: Harold Schonberg on how to raise a child prodigy...Annie Gottlieb on the nature of men and whales...Herbert Livesey on the art of changing your career in midstream...John Jerome: how high can humans jump?...William Burroughs on how to quit smoking...Stan Lee: How I Created Spider Man... Creighton Churchill on wine and health...William Barry Furlong on "imaging" in sports, a new technique for exceeding your best efforts. Also: advice on

living with a bad heart...how to birth a baby at home, unexpectedly...Green Liberation: how ex-city women are faring on the land as self-subsistent farmers.

● Plus: Profiles of Margaret Mead, Buckminster Fuller, and E.F. Schumacher, author of Small is Beautiful.

Other people you will meet in the pages of QUEST/77 include National League umpire Tom Gorman ...Mel Fisher, underwater searcher for Spanish treasure off the Florida keys...Volta Torrey, a designer seeking greater use of wind for energy ...Richard Ford, exploring the craft of fly-rod making...long-distance swimmer Diana Nyad...William Heronemus, inventor of alternative energy sources... Donald Evans and his world of stamps from imaginary countries...record producer Phil Ramone, master of "sound mixing"...Robert Trent Jones, the great golf course architect.

● And...fiction, poetry and book reviews by Margaret Drabble, Leslie Fiedler, Maxine Kumin, Cynthia Ozick, Alfred Kazin, Erica Jong, William Goyen, William Stafford and dozens more.

QUEST/77 may awe you -- achievement does that -- but it will never bore you. Never preach windy sermons. It will be realistic, specific, entertaining -- full of lively writing, great pictures, good thinking and a sense of playfulness.

If you're ready for a new magazine that talks up to its readers, not down to them...embodies the excellence it pursues...provides a relief from slackness and slobbism...makes you feel larger, not smaller...then you're ready for QUEST/77.

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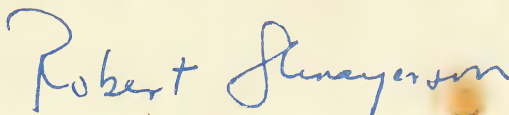
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Cordially yours,



Robert Shnayerson
Editor

RS:ap